

## INPUT's 1986 INFORMATION SYSTEMS EXECUTIVE PANEL

Dear Executive Panel Member:

We thank you for your continued support of INPUT's ongoing research efforts. Your reliable and consistent participation lends continuity to our research and helps us identify directions and trends in the computer services industry.

As you know, the computer industry is in turmoil. INPUT, an authoritative source on trends and directions in the computer industry, needs your thoughts and observations on what is happening. Your participation in this Information Systems Executive Panel will help identify these trends.

In return for your participation, INPUT will provide you with the results as they apply to your industry. Please be assured that all answers are held confidential and the data you supply will only be reported in the aggregate.

Please help us report accurately what is happening in the industry, enabling us to provide you with this valuable information.

Thank you in advance for your participation.

Sincerely,



Peter A. Cunningham  
President

MASTER  
USA

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone No. \_\_\_\_\_

Respondent Name/Title \_\_\_\_\_

Total No. of Employees \_\_\_\_\_

If size is measured by  
some other scale, please  
indicate size and scale \_\_\_\_\_

Annual Sales (\$ million) \_\_\_\_\_

Is this a division or  
subsidiary?

Yes \_\_\_\_\_ No \_\_\_\_\_

Industry Company  
Belongs To \_\_\_\_\_



# **INPUT's 1986 INFORMATION SYSTEMS EXECUTIVE PANEL**

- 1a. How much does your corporation spend on information systems (IS)?

1985

1986

1987 (Est.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 1b. What percent of corporate revenue is this year's IS budget? \_\_\_\_\_%

- 2a. What factors caused your budget to change/not change in 1986?

1. \_\_\_\_\_

2. \_\_\_\_\_

- 2b. What factors will affect your 1987 budget?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. What percent of your 1986 and 1987 budget is for:

1986

1987

Central Site \_\_\_\_\_%

\_\_\_\_\_%

Remote Site \_\_\_\_\_%

\_\_\_\_\_%

End User \_\_\_\_\_%

\_\_\_\_\_%

4. For your total corporate IS expenditures, please break out for 1986 and your estimates for 1990:

1986

1990

Corporate IS Budget \_\_\_\_\_%

\_\_\_\_\_%

Other IS Organizations \_\_\_\_\_%

\_\_\_\_\_%

End-User Departments \_\_\_\_\_%

\_\_\_\_\_%

Total 100%

100%



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BUDGET DETAIL**

5. For your 1986 budget, what are your annual expenses and your anticipated changes in 1987 for the following categories?

CATEGORIES	1986 I.S. BUDGET AMOUNT (\$000)	ANTICIPATED PERCENT CHANGE 1986-1987
PERSONNEL	\$ _____	_____ %
COMPUTER SYSTEMS (include Processors, Storage, Peripherals)		
Mainframes	\$ _____	_____ %
Minicomputers	\$ _____	_____ %
Micros	\$ _____	_____ %
Maintenance	\$ _____	_____ %
Systems Software	\$ _____	_____ %
Other _____	\$ _____	_____ %
Total Computer Systems	\$ _____	_____ %
COMMUNICATIONS		
Data Communications	\$ _____	_____ %
Voice Communication (only if IS is responsible)	\$ _____	_____ %
Total Communications	\$ _____	_____ %
EXTERNAL SERVICES/PRODUCTS		
Professional Services (systems development/consulting)	\$ _____	_____ %
Education and Training	\$ _____	_____ %
Processing Services (include COM, data entry, disaster recovery)	\$ _____	_____ %
Facilities Management	\$ _____	_____ %
Application Software Products	\$ _____	_____ %
Turnkey Systems	\$ _____	_____ %
Other _____	\$ _____	_____ %
OTHER (Utilities, etc.)	\$ _____	_____ %
TOTAL ALL CATEGORIES	\$ _____	_____ %



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6a. How many people work in the IS department?

1986 \_\_\_\_\_ 1987 (est.) \_\_\_\_\_

6b. What percent of your applications development staff are assigned to:

Development of new systems \_\_\_\_\_%

Maintenance of existing systems \_\_\_\_\_%

Enhancement of existing systems \_\_\_\_\_%

7. During the next 12 months, what are the most important applications that you will be implementing? What is the estimated development cost of each? What resources will you use for each: internal staff only, software package, external professional services, or a combination?

RESOURCES USED (%)					
<u>Application</u>	<u>Cost (\$000)</u>	<u>Internal Staff</u>	<u>Software Package</u>	<u>Profess'l Services</u>	<u>Combination</u>
a. _____	\$ _____	_____	_____	_____	_____
b. _____	\$ _____	_____	_____	_____	_____
c. _____	\$ _____	_____	_____	_____	_____
d. _____	\$ _____	_____	_____	_____	_____
e. _____	\$ _____	_____	_____	_____	_____





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8. Please rate on a scale of 1-5 (5 being very important and 1 being not important at all) the following IS issues.

Personnel staffing and skills \_\_\_\_\_

Connectivity \_\_\_\_\_

System integration \_\_\_\_\_

Standards \_\_\_\_\_

Management understanding \_\_\_\_\_

User expectations \_\_\_\_\_

Inadequate IS funding (budget) \_\_\_\_\_

Communications management \_\_\_\_\_

Hardware/software management \_\_\_\_\_

IBM directions \_\_\_\_\_

Other vendor directions \_\_\_\_\_

Who? \_\_\_\_\_

Application development delays and overruns \_\_\_\_\_

End-user computing \_\_\_\_\_

Micro-mainframe links \_\_\_\_\_

AI/expert systems \_\_\_\_\_

Departmental systems \_\_\_\_\_

Office systems \_\_\_\_\_

Other (please list)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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9. Please rank your most important strategic, tactical, and operational issues starting with the most important. Please comment on each if appropriate.

ISSUE

COMMENT (reason for ranking)

Strategic (2-5 years or longer)

1	_____	_____
2	_____	_____
3	_____	_____

Tactical (1-2 years)

1	_____	_____
2	_____	_____
3	_____	_____

Operational (Now)

1	_____	_____
2	_____	_____
3	_____	_____

10. What has been the most significant event within your company's industry that has, or will, affect your IS department?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. How is information technology being used to give either your company or your competitor a competitive advantage?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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12. What will the impact of new technology development be on your company or industry?

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13. What needs of yours are not being satisfied by the vendors?

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14. What additional information on your industry's use of IS would be useful to you?

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THANK YOU FOR RESPONDING TO INPUT's 1986 INFORMATION SYSTEMS EXECUTIVE PANEL

Call me if you would like to discuss any of these issues further. Please enclose these pages in the accompanying postage-paid envelope and mail as soon as possible.

**INPUT** 1943 Landings Drive, Mountain View, CA 94043 (415) 960-3990

